



Consulting and Training | Reach New Heights

Course Name

Developing Marketing Performance

Sector Name

Sales, Marketing and Customer Service

Document Type

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Developing Marketing Performance

Course Introduction

In a competitive marketplace, organizations need to ensure that marketing efforts are not only creative but also measurable, aligned with business strategy, and performance-driven.

Developing marketing performance requires a balance of strategy, analytics, creativity, and continuous improvement. This training program provides participants with a structured approach to building and improving marketing performance through effective planning, execution, monitoring, and optimization.

This program covers performance metrics, marketing ROI, customer journey mapping, and digital transformation in marketing functions.

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Target Audience

- ✓ Marketing Directors & Managers responsible for aligning marketing with business strategy.
- ✓ Brand Managers & Campaign Managers seeking to track and improve performance outcomes.
- ✓ Digital Marketing Specialists looking to optimize online channels using KPIs and ROI frameworks.
- ✓ Business Development Professionals linking marketing metrics to revenue growth.
- ✓ Sales Managers & Commercial Leaders collaborating with marketing to improve lead quality and conversion rates.
- ✓ Consultants & Advisors who support organizations in building measurable and optimized marketing strategies.

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Learning Objectives

- ✓ Understand the principles of marketing performance management.
- ✓ Align marketing goals with organizational strategy.
- ✓ Define and track key marketing performance indicators (KPIs).
- ✓ Analyze campaign effectiveness and ROI.
- ✓ Use digital tools for performance measurement and optimization.
- ✓ Improve customer journey and engagement through insights.
- ✓ Apply data-driven decision-making to marketing.
- ✓ Enhance collaboration between marketing and sales.
- ✓ Create continuous improvement cycles in marketing.
- ✓ Develop a marketing performance dashboard and reporting system.

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Developing Marketing Performance

Course Outline

✓ DAY 01

Foundations of Marketing Performance

- ✓ Defining marketing performance and its importance
- ✓ Linking marketing to organizational goals
- ✓ Understanding marketing value chain
- ✓ Strategic vs operational marketing performance
- ✓ Common Marketing performance frameworks
- ✓ Introduction to ROI in marketing

Strategy Alignment

- ✓ Aligning marketing objectives with corporate strategy
- ✓ Translating strategy into measurable marketing goals
- ✓ Identifying key stakeholders in performance development
- ✓ Building a marketing performance charter
- ✓ Setting SMART performance objectives
- ✓ Avoiding misalignment between marketing and business outcomes
- ✓ Workshop: strategy-to-performance mapping

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Course Outline

✓ Day 02

Digital Marketing Performance

- ✓ Role of digital transformation in performance marketing
- ✓ Key digital channels and metrics
- ✓ Using AI and automation for campaign optimization
- ✓ Conversion optimization techniques
- ✓ Social media analytics and performance tracking
- ✓ SEO/SEM impact on performance outcomes

Defining KPIs for Marketing

- ✓ Characteristics of effective KPIs
- ✓ Selecting relevant marketing KPIs
- ✓ Customer engagement metrics
- ✓ Digital marketing metrics
- ✓ Balancing leading vs lagging indicators

Developing Marketing Performance

Course Outline

✓ Day 03

Measuring Marketing ROI

- ✓ Marketing ROI definition and calculation
- ✓ Attribution models in marketing performance
- ✓ Budget allocation and cost-effectiveness analysis
- ✓ Tools for ROI tracking (Google Analytics, BI tools)
- ✓ Linking ROI to customer lifetime value
- ✓ Pitfalls in measuring ROI

Campaign Planning and Execution

- ✓ Planning campaigns with performance goals
- ✓ Target audience segmentation and positioning
- ✓ Media and channel selection based on KPIs
- ✓ Building campaign performance dashboards
- ✓ Integrating campaigns across online and offline channels
- ✓ Agile approaches to campaign management

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Course Outline

✓ Day 04

Customer Journey and Experience Performance

- ✓ Mapping the customer journey from awareness to loyalty
- ✓ Identifying performance gaps along the journey
- ✓ Personalization and customer experience optimization
- ✓ Customer feedback as a performance driver
- ✓ Improving engagement and retention metrics
- ✓ Omnichannel journey optimization

Data-Driven Decision-Making

- ✓ Role of analytics in performance marketing
- ✓ Using BI tools and dashboards for marketing data
- ✓ Data visualization for marketing performance insights
- ✓ Predictive analytics in marketing
- ✓ Turning insights into strategic actions
- ✓ Building a culture of evidence-based decision-making
- ✓ Workshop: designing a marketing performance dashboard



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Course Outline

✓ Day 05

Continuous Improvement in Marketing Performance

- ✓ Performance review and analysis cycles
- ✓ Benchmarking marketing performance
- ✓ Identifying performance improvement opportunities
- ✓ Agile retrospectives for marketing teams
- ✓ Embedding learning loops into marketing activities
- ✓ Building resilience and adaptability in marketing

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Jan. 11, 2027	Jan. 15, 2027	5 days	4250.00 \$	UAE , Dubai
May 3, 2027	May 7, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Sept. 28, 2026	Oct. 2, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
Nov. 30, 2026	Dec. 4, 2026	5 days	4950.00 \$	England , London

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